



NEWS RELEASE

WYOMING DISTRICT OFFICE

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Why Use Signage?

Wyoming - Do you know that signs are the most effective and inexpensive way to advertise your business? Good signage can make the difference between a successful business or one that fails. The right sign can “brand” businesses with an unspoken awareness of products or services. It can persuade customers to change shopping habits when pricing and/or availability of information is on signs which might encourage an unplanned stop. Signs indicate that a business is there and invites them to stop in. Without proper signage, businesses may not be noticed. These lost customers may just be the right percentage that would make a business profitable.

An effective on-premise sign should be carefully thought out keeping in mind:

1. How to develop a memory for a location and the products or services available,
2. Ways to reinforce a memory and to cause recall,
3. How to attract new customers which might create impulse visits or buying,
4. Ways to change the usual purchase habits.

A sign “brands” locations just as a label does on a jar of peanut butter. Signs must be attractive enough to convey a message to get the desired customers. Make it the focal point of the premises and not tucked away in a corner.

Also, an on-premise sign is an asset to business, therefore, own your own sign and depreciate it over a period of years. If leasing signs, payments are an expense to business. Any costs which involve maintenance to signs are also considered an expense. Business signs are a form of “commercial speech” and are protected under the First Amendment of the U.S. Constitution. Should someone try to copy design, artwork, or wording, there are federal laws protecting business owners.

The U.S. Small Business Administration can give many more reasons to advertise business with the proper signage, but the bottom line is that business success may depend on it.

For more information, please contact Sharon Nichols, at 307-261-6508 or email at Sharon.Nichols@sba.gov.

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For more information about SBA’s programs for small businesses, call (307) 261-6500 or TDY (307) 261-6527 or visit the SBA’s extensive Web site at www.sba.gov/wy

